



## **Tourism Development Coordinator**

**Job Code: 2029**

Originated: 03/2006

Salary Grade: 2157

FLSA: Exempt

Revised:

EEO Code:

Supervisory: No

HR Ordinance Status: Unclassified

### **CLASS SUMMARY**

The fundamental reason this position exists is to plan, develop, and implement activities that support the tourism development program within the Tourism Development Division of the City's Economic Vitality Department.

### **DISTINGUISHING CHARACTERISTICS**

This classification is not supervisory. Work is performed under general supervision of the Tourism Development Manager. The Tourism Development Coordinator is distinguished from the Tourism Manager position by the Manager's broader range and higher level of program responsibility.

### **ESSENTIAL FUNCTIONS**

*Performs duties and responsibilities commensurate with assigned functional area within a department(s) which may include, but are not limited to, any combination of the following tasks:*

- Serves as professional staff support to the Tourism Development Commission (TDC) through formal presentations at meetings; provides information and analysis of tourism related projects and issues affecting the industry in Scottsdale.
- Conducts the application and evaluation process for the City's annual bed tax event funding program; coordinates the process through the Tourism Development Commission and subsequent City Council recommendation.
- Serves as primary contact to Event Producers and Scottsdale CVB with bed tax supported event marketing activities that require City operational, permitting and municipal support.
- Serves as the Tourism development Division Liaison to the Financial Services Budget Division; works with the Tourism Development Manager to develop Bed Tax budget allocations; performs ongoing monitoring of expenditures and revenue to budget comparisons.
- Administers Tourism Development program contracts through compliance monitoring and reporting.
- Initiates and manages visitor related recurring research projects.
- Organizes and coordinates TDC Task Forces to identify and prioritize additional tourism program needs.
- Participates as a team member in the development of budgets, program goals and values, organizational structure, and training for the Economic Vitality Department.

## **MINIMUM QUALIFICATIONS**

### **Knowledge, Skills and Abilities**

Knowledge of:

MS Office

Major event development, management and/or administration preferably in a municipal organization

Tourism marketing

Event development including production, financing, budgeting, partnerships, sponsorships and promotional activities

Database management

Event solicitation and negotiation skills

Ability to:

Produce written documents with clearly organized thoughts using proper grammar

Listen to and communicate effectively both verbally and in writing with a variety of stakeholders

Negotiate agreements for the staging of major events involving the use of publicly owned and managed venues

Develop and implement a comprehensive strategic plan for the attraction and retention of major events for the City of Scottsdale

Identify any venue enhancement or development opportunities

### **Education and Experience**

Any combination of education and experience equivalent to a Bachelor's degree in Marketing, Planning, Business Administration or closely related field, with three years experience in event planning, management or development preferably in conjunction with the operation of a general public assembly facility, convention center or municipality.

### **Licensing and Other Requirements**

Operate a motor vehicle requiring a valid standard Arizona driver's license with no major driving citations in the last 39 months.

### **SUPERVISION RECEIVED AND EXERCISED**

Works under general supervision of the Tourism and Development Manager.

### **WORK ENVIRONMENT/PHYSICAL DEMANDS**

*The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job or that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Operates a variety of standard office equipment, which requires continuous and repetitive eye, arm or hand movements.

*This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*